

OPTN/UNOS COMMUNICATIONS COMMITTEE REPORT

SUMMARY

I. Organ Availability Issues

Action Items for Board Consideration:

- None.

II. Patient Access Issues

Action Items for Board Consideration:

- None.

Other Significant Items:

- None.

III. Other Issues

Action Items for Board Consideration:

- None.

Other Significant Items:

- The Committee discussed its plan to coordinate a PR/Communications Summit in the fall of 2004, which would be attended by public relations representatives of national transplant-related organizations. (Item 1, page 1)
- The Committee discussed the Ethics Committee's white paper on living donation. (Item 2, page 1)
- The Committee discussed National Donate Life Month activities and editorial resource materials distributed by the UNOS Communications Department. (Item 3, page 1)
- The Committee discussed "Donate Life" branding and a proposal for UNOS to revise its logo to incorporate the Donate Life servicemark being adopted by OPOs. (Item 4, page 1)
- UNOS staff briefed the Committee on the status of projects in planning or early implementation to communicate special initiatives to targeted groups of members, patients and/or the public. (Item 5, page 1)

**REPORT OF THE
OPTN/UNOS COMMUNICATIONS COMMITTEE
TO THE BOARD OF DIRECTORS**

**Minneapolis, Minn.
June 24-25, 2004**

Debbie Gibbs, Chair

1. **PR/Communications Summit:** The Committee chair updated the Committee on the progress of planning for the PR/Communications Summit of public relations professionals at transplant-related organizations. HRSA has agreed to fund the cost of the meeting room, AV rentals and food. Attendees would be asked to fund their own travel and lodging. Ms. Gibbs informed the group that a letter will be sent soon to the target audience to determine their interest in attending the event and in possibly giving a presentation. Possible dates for the event, to be held in Richmond, Va., are: Monday, Oct. 18; Friday, Oct. 22; or Friday, Oct. 29. Ms. Gibbs asked the group to give some thought to possible agenda topics.
2. **Ethics White Paper:** The Committee discussed the Ethics Committee's white paper on living donation. The Committee requested that the Ethics Committee be informed that there may be some concerns regarding the allocation of non-directed living donor organs; i.e., "will there be any 'enforcement' of the allocation method recommended by the Ethics Committee in its paper?"
3. **National Donate Life Month:** UNOS Communications staff distributed the National Donate Life Month editorial resource kit on March 12 to the Committee members and the joint AOPO/Coalition e-mail listserv of PR professionals within the transplant community. It was noted that the kit did not include 2003 national donor numbers, which had not been publicly released by then.
4. **"Donate Life" Branding:** Debbie Gibbs asked the Committee members for their thoughts on a proposal (from Bryan Stewart of OneLegacy) that UNOS revise its logo to incorporate the actual Donate Life servicemark being adopted by OPOs in its branding effort. The Committee agreed unanimously that UNOS should do so in order to be consistent with the other "Donate Life" agencies. This proposal, and the Committee's agreement with it, will be brought to the attention of UNOS senior management.
5. **Specialized Communications:** UNOS staff briefed the Committee on the status of projects in planning or early implementation to communicate special initiatives to targeted groups of members, patients and/or the public. These include a protocol to ensure timely member and public communications in the event of a donor-transmitted disease; member notification of changes in Potential Transplant Recipient (PTR) refusal codes; development of a question-and-answer brochure about the forthcoming quality of life questionnaire to be provided to living donors; and development of an informational document for transplant candidates about multiple listing. All of these initiatives involve certain feedback from other OPTN/UNOS Committees. The Communications Committee asked to be included on drafts and plans as they develop so the Committee can offer feedback and support.
6. **Next Meeting Date:** The next in-person meeting will be held in Chicago on September 13, 2004.

Attendance at the Communications Committee Meeting
March 15, 2004
Chicago, Illinois

Committee Members Attending:

Debbie M. Gibbs	Chair
Lisa Rossi	Vice Chair and Region 2
Sean Fitzpatrick	Region 1
Christopher Carroll	Region 6
Greg M. Ciaciura	Region 7
Donna Banks	At Large
Melissa J. Doniger	At Large
Debbie May-Johnson	Ex. Officio

Attending by Conference Call:

Susan Mandell	Region 8
Tammie A. Haverwahl	Region 10
Joel Newman	UNOS Communications Staff
Vicki Sauer	UNOS Assistant Executive Director, External Affairs

Committee Members Unable To Attend:

Anita Dottes	Region 3
Kelly Wicker	Region 4
Thomas Mone	Region 5
Laurie Roberts	At Large

DOT Liaison (ex-officio, non-voting)

Joy Demas

DOT Liaison (ex-officio, non-voting) Unable to Attend:

Mary L. Ganikos, PhD.

UNOS Staff Attending:

Elisabeth Gabrynowicz	Director-External Affairs
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